

**DORITOS® brand Crash the Super Bowl Ad Contest ("Contest")**  
**OFFICIAL RULES (Amended as of November 28, 2012)**

**THE FOLLOWING CONTEST IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. DO NOT ENTER THIS CONTEST UNLESS YOU ARE LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY.**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE THE CHANCE OF WINNING. VOID WHERE PROHIBITED. BY ENTERING, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL IN ALL RESPECTS.**

**1. ELIGIBILITY:** Open only to legal residents of any one of the 50 United States or the District of Columbia who are 18 years of age or older at time of entry. The following individuals are not eligible: Employees, contractors, directors and officers of Frito-Lay, Inc. ("Sponsor"), Grow Interactive, GrindMedia, APM Music, Michael Bay and Associates, and each of their respective parents, subsidiaries and affiliated companies, distributors, Web design, advertising, fulfillment, insurance agencies, judging and promotions agencies involved in the administration, development, fulfillment and execution of this Contest (collectively, "Contest Parties"), Hasbro, Inc. and its subsidiaries and affiliated companies ("Hasbro"), Paramount Pictures Corporation ("Paramount"), the NFL Entities (as defined below), and the immediate family members (spouse, parent, child, sibling, grandparent and/or "step") and those living in the same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Contest) of each such employee, contractor, director or officer.

**2. CONTEST PERIOD:** You may enter the Contest between 12:00:00 pm (noon) Central Time ("CT") on October 8, 2012 and 11:59:59 pm CT on November 16, 2012 ("Contest Period").

**3. TO ENTER:** To enter the Contest, go to <http://www.facebook.com/DoritosUSA> ("Facebook Page"), during the Contest Period, and click on the DORITOS® Crash the Super Bowl Application ("Facebook App"). BEFORE YOU WILL BE ALLOWED TO CONTINUE, YOU MUST EXPRESSLY AGREE AND CONSENT TO ACCEPT/ALLOW THE FACEBOOK APP AND BE BOUND BY THE TERMS OF SERVICE AND APPLICABLE PRIVACY POLICIES. IF YOU DO NOT AGREE TO THESE TERMS, PLEASE DO NOT USE THE FACEBOOK APP OR ENTER THE CONTEST. If you wish to submit a commercial, follow the on-screen instructions to properly complete the registration form, attach the commercial, and submit your entry for the Contest (each a "Submission") to the Facebook App. Before uploading the Submission, you will be required to agree that you have (a) read or have had these Official Rules read to you and you are in agreement with these Official Rules, and (b) received permission for the use of the image/likeness of any and all identifiable persons appearing in your Submission. You may use a generic release form to confirm permissions from persons appearing in your Submission; however, if you are selected as a Finalist in the Contest, you will be required to obtain a release provided by Sponsor signed by each identifiable person appearing in your Submission granting Sponsor permission to use his or her image/likeness. Submissions that do not include all required information and adhere to the Official Rules as determined by Sponsor, in its sole discretion, will be considered

void. Once uploaded, Submission will not be returned. Sponsor may, in its sole discretion, remove, delete and/or disqualify any Submission and/or Entrant (as defined in “Additional Requirements” below) it deems inappropriate or otherwise non-compliant.

### **Creative Assignment**

The creative assignment for the Contest (“Creative Assignment”) is as follows:

- Review the assets provided in the Toolkit on the Facebook App. These assets are provided solely for use in this Contest and may not be used for any other purpose.
- Get together your idea for a DORITOS® brand commercial to air during the broadcast of Super Bowl XLVII. Make it action-packed. Make it funny. Make it something you’ve never seen before. It’s up to you. Just make it awesome.
- Create and submit a 30-second spot featuring DORITOS® brand tortilla chips.
- Your Submission should be in commercial form consistent with these Official Rules.

### **Judging Criteria**

Judging Criteria (“Judging Criteria”) is as follows:

- Originality and Creativity – 40%
- Adherence to Creative Assignment – 30%
- Overall Appeal – 30%

### **Technical Requirements**

- Video file must be submitted – the Video file(s) must be exactly 30 seconds in length and must not include copyrighted material other than what is provided by Sponsor in the Toolkit.
- Video file size should be kept at or under 100 MB for quicker upload/encoding time (Finalists may be asked to provide higher resolution files).
- Video files must be provided in one of the following file formats: .MPEG; .MOV; .AVI; or .WMV.

For all video submissions shot in 16:9 aspect ratio, they should be center cut protected. Finalists may be asked to provide the original audio and video files used during production of the entry for broadcast purposes. This may include uncompressed QuickTime files, final audio mix and/or separate audio tracks for dialogue, music, and effects. These items are not mandatory to become a Finalist.

### **Guidelines and Restrictions**

- Submission must be primarily in English.
- All Submissions must be received by 11:59:59 pm CT on November 16, 2012.
- The person uploading the Submission will be deemed the entrant (“Entrant”). The Entrant is the one (1) person who owns the email address associated with the Facebook account used to enter the Contest. If any group elects to collaborate on a Submission, they are required to designate one (1) person as the agent of the group to enter the Contest, agree to these rules and accept the prize on behalf of the group. If selected as a Finalist, the person designated as the Entrant will be deemed to be the winner and awarded the applicable prize. Neither Sponsor nor any of the Contest Parties are liable for any disputes between collaborators arising under or related to the Contest.
- Each individual Entrant is allowed a total of ten (10) Submissions.
- Limit one (1) Finalist Prize per person, household and/or email address throughout the Contest Period.

- Each Submission must comply with Facebook Statement of Rights and Responsibilities, Facebook Promotion Guidelines and any other Facebook terms and GrindMedia's Terms of Service (collectively, the "Terms of Service"), as well as these Official Rules. In the event of any inconsistency between these Official Rules and the Terms of Service, these Official Rules shall prevail.
- Each Submission:
  - must be the original work of the Entrant produced for this Contest;
  - must not have been entered in or won previous contests or awards (including previous DORITOS® brand Crash the Super Bowl contests);
  - must not have been published previously in any medium; it must not infringe on any party's intellectual property, including but not limited to copyright, trademark or right of privacy of publicity or any other rights;
  - must be suitable for display and publication on national television (e.g. may not be obscene or indecent, including but not limited to nudity or profanity); it must not contain obscene or pornographic material, it must not contain defamatory statements (including but not limited to words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group), it must not include threats to any person, place, business, group or world peace, it must not invade privacy or other rights of any person, firm or entity, and it must not in any other way violate applicable laws and regulations or network standards;
  - must not feature or refer to any food products other than DORITOS® brand Tortilla Chips; it must not feature or reference DORITOS® LOCOS TACOS;
  - must not feature or reference any Hasbro Marks or any trademarks, logos or other indicia of the National Football League or any of its member professional football clubs or any other third party trademarks or logos (with the exclusion of DORITOS® brand assets provided on the Facebook App);
  - must not feature or reference any Hasbro merchandise, NFL merchandise or NFL player(s), coaches or employees; and it must not feature or reference any names or third party logos (other than the DORITOS® brand logo), including but not limited to third party names, logos or trademarks on street signs, panoramic views, vehicle license plates, or clothing such as T-shirts, hats, etc.;
  - must not feature distilled spirits (i.e. hard liquor), tobacco products (including cigarettes, cigars, pipe tobacco, chewing tobacco, and snuff), contraceptives, feminine hygiene products, fireworks, firearms and ammunitions, prescription drugs, illegal drugs and related drug paraphernalia, nutritional supplements, lotteries and gambling (including horse or dog racing and products or services related to gambling);
  - must not utilize live animals unless the Entrant has obtained the consent of the animal's owner and an affidavit from the animal owner or wrangler that the animal was not harmed in the making of the commercial (nor should animal be depicted in any way that suggests it is being harmed). Entrants are encouraged to contact the local Humane Society prior to filming the Submission to verify appropriate animal safeguards on set;
  - must not contain any copyrighted works (other than as owned by the Entrant and/or as provided by Sponsor in the Toolkit). You may not include any music in your Submission except for the pre-approved music provided by APM Music on the Facebook App. Pre-approved music provided on the Facebook App may not be altered. Use of any unauthorized music in your Submission may result in disqualification of Submission, in Sponsor's sole discretion. Use of APM Music on the Facebook App is for the exclusive use of

individuals to create commercials specifically for the DORTIOS Crash the Bowl Contest per the terms and conditions of these Official Rules. All other uses of APM's music on this Facebook App are prohibited and can constitute copyright infringement. Violations of APM's rights will be prosecuted to the fullest extent of the law.

- Sponsor reserves the right, in its sole discretion, to remove or blur or to ask the applicable Entrant to remove or blur any non-material elements (e.g. small logos on clothing, artwork hanging in the background, etc.) rather than disqualify an otherwise compliant Submission.
- If in Sponsor's determination it is necessary or advisable to make minor, non-material adjustments to an otherwise compliant Submission to comply with network or NFL specifications or requirements for airing, Sponsor may, in their sole discretion, elect to do so, or may ask the applicable Entrant to do so. If Sponsor requests Entrant to make these adjustments and Entrant chooses not to make these adjustments, Submission is subject to disqualification, in Sponsor's sole discretion.

All Submissions will be reviewed for content before being published or judged; however, such review does not relieve Entrant from responsibility for compliance with all of the Terms of Service and these Official Rules. Submissions that do not comply in all material respects with the Terms of Services or these Official Rules or that otherwise contain prohibited, or inappropriate content as determined by the Sponsor, in its sole discretion, will be disqualified and will not be published or considered for prizes. Sponsor makes the final determination as to which Submissions are eligible to take part in this Contest and be considered for a Finalist Prize. Certain Submissions may be featured from time to time on the Facebook App during the Contest Period and/or in Sponsor's social media pages and channels, in Sponsor's sole discretion; being selected as a featured Submission is unrelated to the Judging Criteria and does not guarantee selection as a Finalist in the Contest.

If the actual, alleged or publicized conduct of any Entrant is illegal, or if any Entrant has been charged with or convicted of a crime, or in Sponsor's sole discretion is otherwise grossly offensive or violates generally accepted standards of behavior (including but not limited to illicit drug use or public intoxication) or otherwise leads the Sponsor to believe or conclude that the public association with the Entrant subjects Sponsor to ridicule, contempt, controversy, embarrassment or scandal, Sponsor, in its sole discretion, may disqualify Entrant and such Entrant's Submission will no longer be eligible for this Contest.

By entering this Contest and uploading your Submission, you irrevocably grant to Sponsor and their agents the unconditional and perpetual right to post, display, publish, use, adapt, edit and/or modify such Submission in any way, in any and all media, throughout the world, for any purpose, without limitation, and without consideration to you. Finalists agree to irrevocably assign and transfer to the Sponsor any and all rights, title and interest in Submission, including, without limitation, all copyrights and waive all moral rights in Submission. All Contest Entrants further agree to release and indemnify and hold harmless Hasbro, Paramount, the NFL Entities (as defined below), Sponsor and the Contest Parties from any and all claims that any commercial, advertising, presentation, Web content or any other material subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringe on the rights of Entrant's work as contained in any Submission.

Entrant understands and agrees that Sponsor's use in matters independently developed of material similar to or identical with the Submission or containing features or elements similar to or identical with those contained in the Submission will not obligate Sponsor to negotiate with Entrant, nor will it entitle Entrant to any compensation of any kind. Entrant agrees and acknowledges that nothing herein shall preclude Sponsor from using any material in or similar to the Submission without obligation to Entrant, including, but not limited to, if Sponsor has or has determined that it has an independent legal right to use such other material, including without limitation, because such features or elements were not new or novel, or were not originated by entrant, or were or may hereafter be independently created by or submitted to Sponsor.

Entrant acknowledges that other Entrants may have used ideas and/or concepts in their Submission that may be similar in idea or concept to what is included in Entrant's Submission. Entrant understands and agrees that he/she shall not have any claim against any other Entrant or Sponsor arising out any such similarity or be entitled to any compensation because of any such similarity.

**4. FOR ENTERTAINMENT PURPOSES: (a) Star Rating System:** During the Contest Period, visitors to the Facebook App will be able to view and rate Submissions on a five (5) star scale, with the average cumulative rating displayed for each Submission. Star ratings are for entertainment purposes only, are unrelated to the Judging Criteria, and will not be considered in and have no bearing upon Finalist selection. **(b) Nacho Average Ad Awards (f/k/a Facebook Awards):** Between the end of the Contest Period and the announcement of Contest Finalists, Sponsor will post selected Submissions on the Facebook App for Facebook users to vote for their favorite Submissions in each of the following eight (8) categories: Best Pint-sized Performer; Best Supporting Babe; Most Powerful Doritos; The M.V.P. (Most Valuable Pet); Weirdest Workplace; "Straight A" Award; Sweetest 'Stache; and Best Glass Shatterer (each a "Category"). For each Category, the Submission with the most votes will be deemed a Nacho Average Ad Award winner. Each Nacho Average Ad Award winner will be awarded a Nacho Average Ad Awards trophy and a one (1) year supply of Doritos awarded in the form of 52 free product coupons each valid for one (1) bag of DORITOS® brand Tortilla Chips (up to 11.5 ounces) up to \$4.29 each. Approximate Retail Value of each Category Nacho Average Ad Award is \$523.08. Such Nacho Average Ad Awards are unrelated to the Judging Criteria, and will not be considered in and have no bearing upon Finalist selection. Check the Facebook App for more details.

**5. "HELP MAKE AN AD" (f/k/a "PITCH IN") COLLABORATION TOOL:** This collaboration tool is provided solely for your convenience and enjoyment in connection with the DORITOS® brand Crash the Super Bowl Ad Contest. There is no obligation to use this tool. Sponsor reserves the right to remove any content that it determines, in its sole discretion, to be infringing, offensive, unlawful or otherwise inappropriate. Sponsor has neither cleared nor approved any item or service offered through this collaboration tool. Sponsor makes no warranties, express or implied, about the nature, quality, value, merchantability or fitness for a particular purpose of any such items or services. Sponsor is not a party to any transactions for such items or services and is it not responsible for any claims or losses arising out of such transactions. All Submissions and participants in the DORITOS® brand Crash the Super Bowl Ad Contest are subject to these Official Rules.

**6. SELECTION OF FINALISTS/GRAND PRIZE WINNERS:** Five (5) finalist Submissions (each a "Finalist Submission") will be selected by a judging process in

which a qualified panel of judges (“Judges”) will evaluate each eligible Submission based on the Judging Criteria set forth above in Rule #3. Each Entrant whom submitted a selected Finalist Submission will hereinafter be referred to as a “Finalist”. In the event of a tie for the fifth Finalist spot, the tie will be broken based on the highest score in the first Judging Criteria, continuing thereafter to each Judging Criteria, in order, as needed to break the tie. The five (5) Finalist Submissions will be posted for Facebook users to vote for their favorite at the Facebook Page (<http://www.facebook.com/DoritosUSA>) starting on or after January 2, 2013 at 12:00:00 pm (noon) CT and ending on or around January 28, 2013 at 11:59:59 pm CT (“Voting Period”). At Sponsor's discretion, additional voting platforms may be available, including, but not limited to, via Xbox LIVE. Check the Facebook Page on or after January 2, 2013 for additional ways to vote for your favorite Submission(s), if any. Regardless of the number of voting platforms available; each person is limited to one (1) vote per day per platform. At the close of the Voting Period, the Finalist's Submission that receives the most votes will be deemed the first Grand Prize Winner. The remaining four (4) Finalist Submissions will be re-judged by the Judges based on the Judging Criteria. The Finalist's Submission that receives the highest cumulative score awarded by the judges will be deemed the second Grand Prize Winner.

In the unlikely event that either selection method (public voting or judging) results in a tie, the tied Finalist Submissions will be re-judged by the Judges based on the Judging Criteria to break the tie. All Finalists are subject to verification, including without limitation, verification of eligibility, compliance with these Official Rules and completion of release forms (described below). If attempted notification is returned as undeliverable, if a Finalist cannot be verified, or if a Finalist is otherwise unable to accept prize, prize will be forfeited and may be awarded to an alternate Finalist provided sufficient time remains, in Sponsor's discretion.

Any use of robotic, macro, automatic, programmed or like voting methods will void all such votes and Sponsor reserves the right to nullify any and all such votes and to disqualify from voting the responsible individual. Any attempt by a Finalist and/or his/her family/friends to vote more than the number of times authorized herein using multiple names, email addresses, phone numbers and/or any other fraudulent mechanism, as determined by Sponsor in its sole discretion, shall give Sponsor the right to disqualify Finalist in its sole discretion. Any attempt by any voter to submit more than the stated number of votes by using multiple/different email addresses, identities or any other method will void that voter's vote. Entrants are prohibited from obtaining votes by any fraudulent or inappropriate means, including offering prizes or other inducements to members of public, as determined by Sponsor, in its sole discretion, and Sponsor reserves the right to nullify any and all such votes and to disqualify from Contest the responsible Entrant.

Entrants agree that the Sponsor has the sole right to decide all matters and disputes arising from this Contest and that all decisions of Sponsor shall be final and binding and not subject to challenge or appeal. Finalists, by acceptance of the Finalist Prize (defined below), agree to release, indemnify and hold harmless Facebook, Hasbro, Paramount, the NFL Entities, Sponsor and Contest Parties, as well as each of their respective parent, subsidiary and affiliated companies, and each of their respective employees, officers, directors, representatives, contractors, advertisers, sponsors and agents (collectively, the “Released Parties”) from any and all liability, loss, damage, cost or claim related to the acceptance, use or misuse of their prize, including but not limited

to the airing of the commercial Submission, and their participation in any prize-related activity.

## **7. PRIZE DETAILS:**

**FIVE (5) FINALIST PRIZES:** Each finalist prize ("Finalist Prize") consists of \$25,000 (awarded in the form of a wire transfer or check, payable to Finalist) and a trip for the verified Finalist and one (1) eligible guest ("Finalist's Guest") to attend Super Bowl XLVII ("Game") scheduled to occur on February 3, 2013 in New Orleans, Louisiana. Trip consists of round-trip coach air transportation for Finalist and Finalist's Guest from a major gateway airport near Finalist's residence within the U.S.; five (5) nights double-occupancy hotel accommodations in New Orleans, Louisiana; two (2) tickets to the Game (ticket terms and conditions apply); and ground transportation to/from airport/hotel. Travel dates: January 30, 2013 – February 4, 2013. Actual value may vary depending on Finalist's point of travel origin, airfare and hotel fluctuations. Any difference between stated ARV and actual value will not be awarded. Airport, airline, tickets and/or hotel accommodations for the Finalist Prizes are to be selected by Sponsor. All meals, gratuities, and other expenses associated with the Finalist Prize not specifically mentioned in these rules are the Finalist's sole responsibility. All travel must be completed on the dates specified by Sponsor, or Finalist Prize will be forfeited. Finalist and Finalist's Guest must travel on same itinerary. A minor may take the trip as the Finalist's Guest only if the Finalist is the minor's parent or legal guardian. Seating assignments at the Game are at Sponsor's sole discretion. Finalist and/or Finalist's Guest's participation in any or all activities associated with the Finalist Prize are voluntary. In the event that the Finalist and/or Finalist's Guest elects not to participate in any or all designated activities for the prize, Finalist will be afforded no additional compensation in exchange therefore. **A minor must be accompanied by a parent or legal guardian at all times.** Approximate retail value ("ARV") of each Finalist Prize is \$31,000.

**TWO (2) CONTINGENT GRAND PRIZE BONUSES:** The two (2) Grand Prize Winners' Submissions will be aired during the Super Bowl XLVII broadcast. Sponsor makes no representations or warranties about where/when Grand Prize Winners' Submissions will air during the broadcast. There is no monetary value associated with the Grand Prize, however, in the event that a Grand Prize winner's commercial is awarded one (1) of the top three (3) spots (including ties) according to the *USA TODAY* Super Bowl Ad Meter (the "Ad Meter"), that Grand Prize Winner will receive a bonus of \$1,000,000 for landing in a #1 spot, or \$600,000 for landing in a #2 spot, or \$400,000 for landing in a #3 spot. Each Grand Prize Winner is only eligible for one (1) Grand Prize Contingent Bonus.

**The *USA TODAY* Super Bowl Ad Meter.** Created in 1989, *USA TODAY*'s Ad Meter has been regarded as the most influential Super Bowl ad rating in the advertising industry. Criteria for the *USA TODAY* Ad Meter ("Ad Meter") is determined solely by *USA TODAY*, which is not affiliated with this Contest in any way.

**THE MAXIMUM TOTAL ARV OF ALL PRIZES IN CONTEST IS\*:** \$2,205,000 (includes contingent bonus payments of up to \$2,000,000 in the event of a tie for 1<sup>st</sup> place on the *USA TODAY* Super Bowl Ad Meter by our Grand Prize Winners and the optional Opportunity [described below]). \*Does not include the value of the Nacho Average Ad Awards.

**8. ONE (1) GRAND PRIZE OPTIONAL OPPORTUNITY:** The one (1) Grand Prize Winner whose Submission ranks highest on the Ad Meter (the "Ad Meter Winner") will be invited to join movie director/producer Michael Bay and/or his associates ("Michael Bay and Associates") on an unpaid independent contractor basis on the set of the next TRANSFORMERS movie (the "Movie"). (In the case that both Grand Prize Winners' Submissions tied in the Ad Meter ranking, the Grand Prize Winner who received the highest number of votes during the Voting Period will be deemed the Ad Meter Winner.) This opportunity (the "Opportunity") is currently anticipated to begin sometime after Super Bowl XLVII, but the final dates are subject to the Movie's production schedule and the discretion of Sponsor and Michael Bay and Associates. The Opportunity is subject to Ad Meter Winner complying with the terms established by Michael Bay and Associates and Paramount and complying with any rules, requirements and/or restrictions established on set. In the event the Ad Meter Winner accepts the invitation to participate in the Opportunity, as a condition of participating in the Opportunity, the Ad Meter Winner agrees to sign and deliver a certificate of results and proceeds and any additional documentation that may be required by Michael Bay and Associates and/or Paramount. Among other things, that documentation will confirm the Ad Meter Winner's status as an independent contractor and provide that the Ad Meter Winner's appearance on the set is subject to the direction and supervision of Michael Bay and Associates. If this documentation is not signed and returned to Sponsor within the specified time, and/or if Ad Meter Winner fails or refuses to abide by the on-set rules, requirements and/or restrictions as determined by Michael Bay and Associates and/or Paramount, the Ad Meter winner shall forfeit his/her Opportunity and the Contest Parties shall have no further obligation to Ad Meter Winner in this Contest. Without limiting the generality of the foregoing, in the event the Ad Meter Winner engages in behavior that (as determined by Sponsor or Michael Bay and Associates in their sole discretion) is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the Opportunity early, in whole or in part, and send the Ad Meter Winner home. The Opportunity is not intended to interfere with or substitute for Ad Meter Winner's current employment or educational obligations or opportunities and is not to be construed as an offer of employment by Sponsor, Paramount, Michael Bay and Associates or their respective agents.

Nothing set forth herein shall be construed to require Paramount to produce the Movie. If the Ad Meter Winner declines the invitation or cannot participate in the Opportunity on the dates selected by Michael Bay and Associates, and/or if the Movie does not commence formal production by May 30, 2013 for any reason, or if the Ad Meter Winner does not otherwise have the ability to participate in the Opportunity due to scheduling conflicts, cancellations, postponement, an event of force majeure, or for any other reason, as determined by Sponsor, then the Opportunity will be forfeited, the other elements of the Grand Prize shall fully satisfy the Contest Parties' obligations to the Ad Meter Winner, and the Contest Parties shall have no further obligations to the Ad Meter Winner. For clarification and the removal of doubt, no compensation will awarded to the Ad Meter Winner in connection with the Opportunity.

In the event that the Ad Meter Winner is asked by Sponsor and/or Michael Bay and Associates to travel as part of the Opportunity, Ad Meter Winner's reasonable and necessary travel expenses will be reimbursed by Sponsor, up to a cap of Twenty Five Thousand Dollars (\$25,000). Any unused portion of the travel reimbursement budget will not be awarded to the Ad Meter Winner. Sponsor will manage the travel expenses and may require documentation of any and all expenditures submitted for



reimbursement. The Opportunity is non-transferable and cannot be sold, transferred, auctioned or assigned to any third person.

If the Ad Meter Winner accepts and successfully completes the Opportunity, as determined by Sponsor and Michael Bay and Associates, Sponsor will award Ad Meter Winner with an additional bonus of \$50,000.

**TRAVEL RESTRICTIONS FOR OPPORTUNITY:** Airport, airline, tickets and/or hotel accommodations for the Opportunity are to be selected by Sponsor. All travel must be completed on the dates specified by Sponsor, or Opportunity will be forfeited.

**9. GENERAL CONDITIONS:** All Entrants must have a valid Facebook account and email address. Finalists are solely responsible for any taxes on their respective prizes, and will receive an IRS Form 1099 for the taxable value of their prize. No substitution of prize is offered, except at the sole discretion of the Sponsor. Prizes are non-transferable. Unclaimed prizes will not be awarded. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Contest is not capable of running as planned, including without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion, to cancel, modify or terminate the Contest. Further, Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry or voting process or the operation of the Contest or any Sponsor or Contest-related Web Site; (b) violating the Official Rules; (c) violating the Facebook App terms of service, conditions of use and/or applicable general rules or guidelines; (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or (e) engaging in fraud, dishonesty or illegal activity; (f) attempting to deliberately damage or corrupt or otherwise attempting to undermine the legitimate operation of the Contest, and/or Sponsor's business operations, including without limitation by cheating, hacking, deception, and/or other unfair practices, including but not limited to using automated entry or voting programs and/or devices; (g) colluding to alter the results of the Contest; and/or (h) giving false or misleading information to Sponsor or Contest Parties.

Sponsor may penalize any individual who engages in the above conduct or acts in a way that compromises the integrity of the Contest. The nature and extent of such penalty shall be in Sponsor's sole and absolute discretion and may include disqualification or loss of privilege to participate in any other Sponsor contests or promotions.

This Contest is offered only in the United States and is governed by the laws of the state of Texas. All claims relating in any manner to this Contest or to any Submission must be resolved in the federal or state courts located in Collin County, Texas. The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Contest. Any controversy or claim arising out of or relating to these Official Rules and/or the Contest shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or

controversy of any other party. The arbitration shall be conducted in Collin County, Texas.

Please see the Sponsor's privacy policy located at <http://www.fritolay.com/privacy-policy.html> for details of our policy regarding the personal information collected in connection with this Contest.

**LEGAL WARNING:** ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS APPLICATION OR INTERFERE WITH THE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**10. WINNER NOTIFICATION:** Finalists will be notified by phone and/or email and will be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release. Each person whose image, likeness and/or voice appears in a Finalist video must agree that he/she will execute a contract with Sponsor ("Option Contract"), in which Sponsor has the sole option to elect to use the Finalist videos for marketing purposes and under the terms of such agreement, if elected, Finalist shall be bound by the standard terms of the Screen Actors Guild Commercials Contract, will accept minimum scale compensation and talent residuals and will be bound by the terms and conditions of such contract, including exclusivity. Sponsor shall not be deemed to have elected the option, or be bound by the terms Option Contract, even if such agreement has been signed by Finalist, unless and until it has given written notice to Finalist of election of the option. **Notification of Finalist status must be kept confidential until the Finalists are publicly revealed by Sponsor or your Finalist Prize will be forfeited and your Submission will not be posted for public voting as a Finalist Submission.** Your Submission will not be posted for public voting as a Finalist unless the properly and fully completed Releases are received by Sponsor no later than five (5) days after notification of being a Finalist. Finalist Prize will be forfeited and an alternate Finalist may be selected if any required documents are not returned within the required number of days or if any mail is returned as undeliverable without forwarding address. If a Grand Prize Winner is awarded the contingent bonus, he/she may be required to sign one or more additional releases, in Sponsor's discretion. Sponsor reserves the right to ask a potential Finalist to submit to a confidential background check to confirm eligibility and help ensure that the use of any such person in advertising or publicity for the Contest will not bring Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Contest as determined by Sponsor, in its sole discretion. For any travel portion of a Finalist Prize: Finalists' Guests will also be required to complete and sign a Liability Release prior to traveling. If a Finalist or Finalist Guest is a minor, the Liability Release must be completed by the minor guest's parent or legal guardian and minor guest must be traveling with his/her parent or legal guardian.

Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to Entrants. By accepting a prize, Finalist agrees, and agrees in writing if requested, that the Submission will be deemed a Work Made For Hire under the Copyright laws of the United States, but if it cannot be so deemed, then the Finalist agrees to irrevocably assign and transfer to Sponsor all of his/her right, title and interest in and to his/her Submission, if any, including all but not limited to all copyright and trademark rights which he or she may have, in the United States and worldwide, therein,

for consideration, the receipt and sufficiency of which is hereby acknowledged. Finalists hereby waive in favor of Sponsor, all rights of “Droit Moral” or “Moral Rights of Authors” or any similar rights or principles of law that Finalist may now or later have to his/her Submission. Sponsor reserves the right to alter, change or modify a winning Submission, in its sole discretion. Upon request of Sponsor, Finalist shall execute and deliver such additional instrument of assignment, as may be solely deemed by Sponsor, reasonably necessary to establish the ownership of record of the right, title and interest in and to the Submission and of the copyrights transferred and “Moral Rights of Authors” waived under these Official Rules. Should Sponsor fail to request the said assignment as stated, that shall not be deemed a waiver of Sponsor’s rights and Sponsor may at a later time request the assignment.

**11. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by the Released Parties resulting from any user's participation in or attempt to participate in the Contest or ability or inability to upload or download any information in connection with participating in the Contest. No responsibility or liability is assumed by the Released Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the Facebook App in whole or in part for any reason; traffic congestion on the Internet or the Facebook App; unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest. The Released Parties are not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Facebook App. Use of the Facebook App is at user’s own risk. The Released Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to users or any other person's computer equipment resulting from participation in the Contest, use of the Facebook App or the download of any information from the Facebook App. By participating in the Contest, Entrants and Winners agree to release and hold harmless the Released Parties from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including, without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to or participation in the Contest, or possession, acceptance, use and/or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. The Released Parties are not liable in the event that any portion of the Contest, event or the event broadcast is cancelled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a “Force Majeure Event”). Should a Force Majeure Event occur, Sponsor may, but is not obligated to, exercise commercially reasonable efforts to air a Grand Prize winning commercial at another time or make a reasonable substitution, in its sole discretion.

IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT,

INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE FACEBOOK APP AND/OR THE CONTEST, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES OR APPS ASSOCIATED WITH THE CONTEST. WITHOUT LIMITING THE FOREGOING, THIS CONTEST AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**12. WINNERS' LIST/RULES REQUEST:** For the names of the Finalists or Official Rules, send your request with a self-addressed, stamped envelope to be received by February 28, 2013 to: DORITOS® brand Crash the Super Bowl Ad Contest (specify Winners' List or Official Rules), PO Box 753322, El Paso, TX 88575-3322. Vermont residents may forego postage for Official Rules requests.

**13. SPONSOR:** Frito-Lay, Inc. 7701 Legacy Drive, Plano, TX 75024-4099.

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Neither Paramount nor Hasbro are responsible for the administration of this Contest, the collection or processing of entries, the selection of the Finalists or the Grand Prize Winners, or the fulfillment of any Prizes.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Sponsor and not to Facebook. The information you provide will only be used as provided in Sponsor's privacy policy, located at <http://www.fritolay.com/privacy-policy.html>. Any questions, comments or complaints regarding this promotion shall be directed to Sponsor and not to Facebook.

## College

### The College DORITOS® brand Crash the Super Bowl Voting Sweepstakes Official Rules

**THE FOLLOWING SWEEPSTAKES IS INTENDED FOR PLAY ONLY IN THE 50 UNITED STATES AND D.C. AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. DO NOT ENTER THIS SWEEPSTAKES UNLESS YOU ARE ELIGIBLE AND LOCATED IN ONE OF THE 50 UNITED STATES OR D.C. AT THE TIME OF PARTICIPATION.**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE THE CHANCE OF WINNING. VOID WHERE PROHIBITED. BY PARTICIPATING, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGING ORGANIZATION, WHICH SHALL BE FINAL IN ALL RESPECTS.**

**1. ELIGIBILITY:** The College DORITOS® brand Crash the Super Bowl Voting Sweepstakes (the "Sweepstakes") is open only to legal residents of any of the 50 United States or the District of Columbia who are 13 years of age or older at the time of participating. **The prize awarded in this Sweepstakes will only be awarded to a School (as defined in Rule #3). You are entering on behalf of one of the participating schools.** The following individuals are not eligible to participate: Employees, contractors, directors and officers of Frito-Lay, Inc. ("Sponsor"), Grow Interactive, GrindMedia, APM Music, Michael Bay and Associates, and each of their respective parent, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, insurance agencies, judging and promotions agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Promotion Parties"), Hasbro, Inc. and its subsidiary and affiliated companies ("Hasbro"), Paramount Pictures Corporation ("Paramount"), the NFL Entities (as defined below), and the immediate family members (spouse, parent, child, sibling, grandparent and/or "step") and those living in the same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Contest) of each such employee, contractor, director or officer. The contestants whose commercials are being voted upon (as defined in Rule #3, may participate in this Sweepstakes but must comply with these Official Rules.

**2. VOTING PERIOD:** Voting begins on January 10, 2013 at 12:00:01 a.m. (midnight) Central Time ("CT") and ends on January 29, 2013 at 11:59:59 p.m. CT (the "Voting Period"). The judging organization's computer is the official time keeping device for this Sweepstakes.

**3. TO VOTE:** To cast a vote on behalf of a participating school (each a "School"), you must vote (as described below) within the designated Web application for that School. See chart below for each School's specific URL. During the Voting Period, visit the designated Web application (each an "Application") associated with the School of your choice. View the five (5) Finalists' videos in the DORITOS® brand Crash the Super Bowl Ad Contest. When you have viewed all of the Finalists' videos, follow the instructions on how to vote for your favorite video (a "Vote"). For each participating School, there are two (2) ways to vote: (a) via a desktop version of the Application and (b) via a mobile/tablet version of the Application. **Limit one (1) Vote per Day per person on the desktop version of the Application and one (1) Vote per Day per**

**person on the mobile/tablet version of the Application.** A “Day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. CT and ending at 11:59:59 p.m. CT the same day, with the exception of the first day of the Sweepstakes which will begin at 12:00:01 a.m. CT and end the same day at 11:59:59 p.m. CT. By submitting a Vote, you warrant and represent that you agree to these Official Rules. Entrants may not vote with multiple Facebook or email accounts. Votes must be submitted and received during the Voting Period. No other methods of voting are valid for participation in this Sweepstakes.

School	Application
University of Alabama	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofAlabama">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofAlabama</a>
University of Arkansas	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofArkansas">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofArkansas</a>
Auburn University	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=AuburnUniversity">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=AuburnUniversity</a>
University of Florida	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofFlorida">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofFlorida</a>
University of Georgia	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofGeorgia">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofGeorgia</a>
University of Kentucky	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofKentucky">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofKentucky</a>
Louisiana State University	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=LouisianaStateUniversity">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=LouisianaStateUniversity</a>
University of Mississippi	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofMississippi">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofMississippi</a>
Mississippi State University	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=MississippiStateUniversity">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=MississippiStateUniversity</a>
University of Missouri	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofMissouri">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofMissouri</a>
University of South Carolina	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofSouthCarolina">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofSouthCarolina</a>
University of Tennessee	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofTennessee">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=UniversityofTennessee</a>
Texas A&M University	<a href="https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=TexasAMUniversity">https://apps.facebook.com/crashthesuperbowl/?utm_source=University&amp;utm_medium=Link&amp;utm_campaign=TexasAMUniversity</a>

**4. WINNING SCHOOL DETERMINATION:** At the beginning of the Sweepstakes, Sponsor will document each participating School's student enrollment. At the end of the Voting Period, the School with the highest number of Votes, as a percentage of their enrollment (as determined by Sponsor, in Sponsor's sole discretion) will be declared the winning School. In the event of a tie, the winning School will be determined in a random drawing from among the tied schools. Odds of winning depend upon the number of eligible Votes received as a percentage of School's enrollment. The decisions of Sponsor's independent judging organization are final in all matters relating to this Sweepstakes.

**5. PRIZE DETAILS:** Prize (1): The winning School will receive a Doritos-sponsored concert scheduled to take place on the winning School's campus. Artist and concert date to be determined at a later date, by Sponsor, in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$25,000.

**6. WINNER NOTIFICATION:** Potential winning School will notified by phone, mail and/or email. An authorized School official may be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, Publicity Release within fourteen (14) days of prize notification. If attempted notification is returned as undeliverable, if any required documents are not returned within the required number of days or if School is otherwise unable to accept the prize as stated, prize may be forfeited and may be awarded to an alternate School.

**7. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by Facebook, Hasbro, Paramount, the NFL Entities, Sponsor and Promotion Parties, as well as each of their respective parent, subsidiary and affiliated companies, and each of their respective employees, officers, directors, representatives, contractors, advertisers, sponsors and agents (collectively, the "Released Parties") resulting from entrant's participation in or attempt to participate in the Sweepstakes or ability or inability to upload or download any information in connection with the Sweepstakes. No responsibility or liability is assumed by the Released Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or telephone network communication problems; errors or limitations of any Internet or telephone service providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of an Application in whole or in part for any reason; traffic congestion on the Internet or an Application; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of a Vote, email, or phone call used in connection with the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on an Application. Use of an Application is at user's own risk. Released Parties are not responsible for any personal injury or property damage or

losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Sweepstakes.

**8. CONDITIONS OF PARTICIPATION:** By participating in the Sweepstakes, entrants (or entrant's parent or legal guardian if entrant is an eligible minor) release Released Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. By accepting a prize, the winning School (a) agrees that the Released Parties have no liability whatsoever for, and shall be held harmless by the winning School against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of prize and (b) grants (and agrees to confirm grant in writing promptly upon request) to Sponsor and those acting under its authority the right to the use of its name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the Internet without review, notification or approval, and additional compensation, unless prohibited by law. Sponsor is not liable in the event that any portion of the Sweepstakes is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event").

**9. GENERAL CONDITIONS:** All entrants must have a valid Facebook account and email address. Winning School is solely responsible for any taxes on the prize, and will receive an IRS Form 1099 for the ARV of the prize, if applicable. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize is permitted. Unclaimed prize will not be awarded. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual and/or School who is responsible or who tampers with the Voting process, and to cancel, modify or terminate the Sweepstakes. In the event of cancellation, Sponsor will select the winning School based upon all eligible, non-suspect Votes received prior to cancellation and as indicated in Rule #4. This Sweepstakes is offered only in the United States and is governed by the laws of the state of Texas, and all claims must be resolved in the federal or state courts located in Collin or Dallas counties, Texas.

Please see the privacy policy located at <http://www.fritolay.com/privacy-policy.html> for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes.

**LEGAL WARNING:** ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY APPLICATION OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

**10. WINNER'S LIST:** For the name of the winning School, send a self-addressed, stamped envelope, to be received by February 29, 2013, to: The College DORITOS®



brand Crash the Super Bowl Voting Sweepstakes Winner's List, PO Box 3000, Dept. 876-701, Young America, MN 55558-3000.

**11. SPONSOR:** Frito-Lay, Inc., 7701 Legacy Drive, Plano, TX 75024-4099.

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Neither Paramount nor Hasbro are responsible for the administration of this Contest, the collection or processing of votes, the determination of the Winning School or the fulfillment of the prize.

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